

INDIA AT BOLOGNA, 1992



The International Children's Book Fair at Bologna, Italy, has been an annual event for the last 29 years. It is the biggest Children's Book Fair and individuals, publishers and agencies from all over the world are invited to participate and promote children's books and its creators. As many as 57 countries participated in the fair held from April 8-12, this year.

Every year, one country is invited by the Bologna Fair Authority to exhibit the original illustrations of children's books. This year it

was India's turn. The Association of Writers and Illustrators for Children (AWIC), which is also the Indian section of International Board on Books for Young People (IBBY) was invited to organise the exhibition. The fair authority offered hospitality to three delegates and stalls free of charge.

The AWIC is a 11-year-old voluntary organisation. It won the 1991 IBBY Asahi Reading Promotion International Award. Five AWIC delegates, Mrs. Manorama Jafa, Secretary-

General of AWIC, Dr. Ira Saxena, Secretary of AWIC, Mrs. Girija Rani Asthana, member of AWIC, Dr. Dhanesh Jain, member of AWIC and publisher, and Mr. Soumitro Sarkar, member of AWIC and illustrator, visited the fair. The Indian Council for Cultural Relations (ICCR) paid the travel cost for three delegates to visit Bologna.

The Bologna Exhibition of original illustrations of Indian children's books was inaugurated by Mr. M. Venkatraman, minister (Political) at the Indian Embassy at Rome. Welcoming Mr.

The Indian civilization is one of the oldest in the world. Indian art and literature has evolved over centuries, beginning before the discovery of paper and printing, Indian literature has its roots in the oral tradition. Later, it was inscribed on the walls of caves and temples and then written on palm leaves and bark (called Bhojpatra).

Indian art has been influenced by the folk tradition as well as religions.

The theme of the exhibition was 'Words and Colour go Together.' AWIC prepared a



Mr. Venkatraman inaugurating the AWIC stall at Bangna

Chicchi, Managing-Director of Bologna Fair, Madam Ferrari and other eminent guests, Mrs. Jafa thanked them for being present at the exhibition. She also introduced all other members of the Indian delegation to the congregation. All the delegates wore Indian dresses. The floor decoration, *alpana*, a brass lamp, and the blowing of conchshell created an Indian atmosphere. Indian sweets and *samosas* were offered to the visitors. Besides, 500 AWIC book marks were also distributed.

colourful catalogue titled *Indian Illustrators 1960-1992*, comprising the work of 42 artists and their names. The delegation also took an annotated catalogue of the 145 books displayed at Bologna, and a poster with the logo and the theme of the exhibition.

The visitors to the exhibition were astonished at the richness of Indian art and culture on display.

The AWIC believes that there is tremendous potential for Indian artists and also for Indian children's books in the foreign market.

AWIC feels proud that its members' attempt to promote Indian culture through art and children's books received the patronage of the

Indian and Italian governments. The AWIC has been able to present India in a new perspective.



AWIC delegates from L to R – Dr. Dhanesh Jain, Mrs. Girija Rani Asthana, Mrs. Ira Saxena and Mr. Soumitro Sarkar with Mr. Venkatraman

ILLUSTRATORS
at Bologna (Italy)
7-11 April, 1992

whose works have been exhibited at the International Children's Book Fair

Ahmed, Israr
Aiyar, Sujasha Dasgupta
Arya, Viky
Baghchi, Ramesh Ashish
Bahl, Nina
Basu, Suddhasattwa
Bist, Vandana Joshi
Biswas, Pulak
Chakravarty, Manobhram
Chakravarty, Pranab
Chakravarty, Manjari
Chatterjee, Chaitali
Chatterjee, Saibal
Chowdhry, Sudha
Dasgupta, Phalguni
Ganesan, R.
Gangopadhyay, Neeta
Ghoshal, Taposhi
Ghoshal, Niranjan

Ghosh, Subha
Ghosh, Vishwajyoti
Guha, Tapas
Gupta, Jyotish Dutta
Harichandan, Deepak
Joshi, Jagdish
Kulkarni, K.S.
Mitra, Mrinal
Mukherjee, Prashant
Mullick, Sanjay Kumar
Nagrajan, Priya
Pal, Sahana
Patel, Mickey
Rajgopalan, Ashok
Raturi, Om Prakash
Ray, Satyajit
Reboti Bhushan
Roy, Atanu
Roy, Subir

Sarkar, Soumitro
Sengupta, Ashish
Sengupta, Niren
Sengupta, Judhajit
Shankar
Sharma, Bindulika
Sharma, Bulbul
Shastri, D.V. Krishna
Singh, Sujata
Singh, Surendra Pal
Srivastav, Sigrun
Suparna
Surti, Abid
Thyagarajan, Lalita
Verma, B.G.
Vyas, Anil
Waeekar, Ram

VISITORS WRITE

April 11, 1992

Many thanks indeed for the beautiful and extraordinary Indian Illustrators Exhibition. I did appreciate all the efforts you put in setting up a display which will be remembered by the international publishing world for many years to come.

With love

FLORENCE FERRARI
Project Manager
Bologna Children's Book Fair,
Bologna.

— It is an excellent exhibition of Indian art and illustration. Well organised and well displayed. Excellent !

This exhibition is absolutely wonderful ! It not only shows the progress in the field of illustration but also ancient Indian artwork. I think this is a great discovery. Best wishes for continuing with this very important work

LUCIA BINDER
Editor, BOOKBIRD
Austria

— With kindest regards from a Dutch Library Centre. I liked your exhibition.

TRUUSKE SANDERS
Mulder

— Beautiful nature, beautiful paintings and beautiful people !

SACHIKO NAGAHAMA
Japan

— High quality illustration, well presented and very enjoyable.

YAPHI CHU
Culture Waves Ltd,
London

— Lovely art work. Hope to see more picture books of high quality being exported from India.

MARTHA BAKER
International Youth Library
Munich, Germany

— Excellent

KORKY PAUL

— It is always very nice to see something from Asia represented in an international scene and I was very happy to see works from India, full of colour and variety, here at Bologna.

KYOKO MATSUOKA
Japan

- All the illustrations from India are very interesting.

KIYOKA MATSUOKA

- Wonderful to see such great art ! Now I only hope to have some of the books published in Scandinavia one day

VAGN PLENGE
Publisher
Scandinavia

- I love India very much and for me to see these pictures has been like going back to my roots.

ROBERTA ISOTTA

- Two Words : India and Brazil; but the magic approach to life is the same.

MILTON NOGVEIRA

- Congratulations on the beautiful exhibits ! I was impressed with the hard work. The charm and magic of your country has been beautifully brought out by the illustrations. I hope to see it soon.

CARMEN JANE

- I can only say, marvellous !

VANDA PERSIAONI

- Many thanks indeed for the beautiful and extraordinary Indian illustrators' exhibition. I did appreciate all the effort you put in, setting up a display which will be remembered by the international publishing world for many years to come.

FRANCUE FENER

Bologna, June 10, 1992

Dear Mrs. Jafa

I wish to convey to you my personal thanks and appreciation for the care and skill with which you organized the "Illustrators from India" exhibit that we had the pleasure of staging at the 1992 Children's Book Fair.

I and all my collaborators were particularly impressed as much by the high standard of the artwork displayed as by the energy and expertise with which you set up the exhibit; in conditions that must, I imagine, have been difficult, you ensured that the event was a resounding success. May I congratulate you too on the poster and the catalogue of Indian illustrators, both of which excited great interest among the professionals visiting the Fair.

It was wonderful to have such enthusiastic and professional assistance and a privilege to host such a lively and stimulating exhibit at the Bologna Book Fair. I sincerely hope that we will be able to organize other joint initiatives of this kind in the future.

Yours sincerely,

Dr. Luciano Chicchi
Managing Director